



SAAACAM



San Antonio African American
Community Archive and Museum

PARTNERSHIP OPPORTUNITIES 2023



MISSION

Collect, preserve and share the African American cultural heritage of the San Antonio region.

VISION

To be the leading model for community archives and museums in the world.

MAILING ADDRESS:

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SAAACAM @ La Villita

Building 20, La Villita Historic Arts Village
218 South Presa Street | San Antonio TX 78205
210.437.1888



Preserving African American History

*If not for oral history, my uncle would not have pursued the history that became the “Roots” Project.
— Alex Haley*

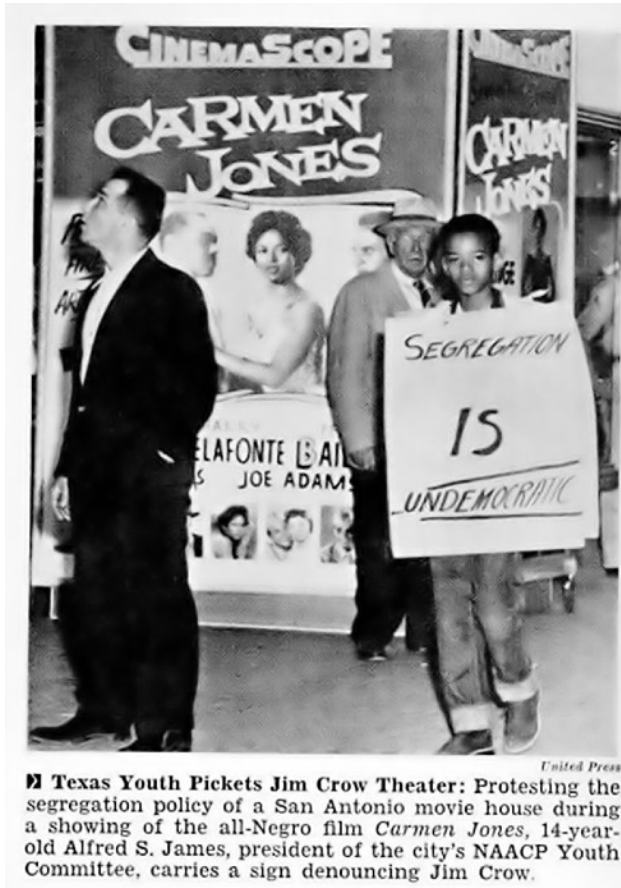
The untold history of San Antonio’s African American descendants is rich and intricately tied to the stories of Spaniards, Mexicans, Germans and Canary Island populations who helped build this great city. The **San Antonio African American Community Archive and Museum (SAAACAM)** is working in a grassroots effort to uncover the legacy that reaches back to the early days of the Spanish colonists and Texas Republic.

SAAACAM is a 501(c)(3) nonprofit organization formed to collect, maintain, disseminate and interpret authentic African American artifacts related to San Antonio history in a community-based digital archive. SAAACAM’s goal is to illuminate the area’s Black history by empowering individuals to curate their own archives and cultivate a community-driven museum of digitized, audiovisual and physical exhibits. The archive features legacies of pioneering families. The development of the community archive is ongoing. SAAACAM serves as a proactive steward of cultural and physical preservation of historic African American resources.

SAAACAM stands alone in its purpose and commitment!

DIFFERENTIATORS

- First African American museum in San Antonio
- Un-whitewashing history by acknowledging contributions of African Americans
- Community driven
- Accessible digital archives
- Digital, permanent & rotating exhibits
- African American History Research
- Curriculum development advisors
- Social Justice & Racism Advisors/Facilitators
- Collaborative local partnerships
 - Texas A & M San Antonio
 - St. Mary's University
 - Trinity University
 - The Conservation Society of San Antonio
 - San Antonio International Airport
 - Visit San Antonio
 - COSA Arts & Culture
 - The Witte Museum
 - San Antonio Public Library, Carver Branch
 - Briscoe Western Art Museum
 - Carver Community Cultural Center



■ Texas Youth Pickets Jim Crow Theater: Protesting the segregation policy of a San Antonio movie house during a showing of the all-Negro film *Carmen Jones*, 14-year-old Alfred S. James, president of the city's NAACP Youth Committee, carries a sign denouncing Jim Crow.

"The building of friendship, family community and love is complicated. We are so isolated in this country, no longer supported by tribes and villages."

— Jasmine Guy

MORE PROGRAMMING

- SAAACAM Synonymous with San Antonio Black Culture
- Exhibit-on-loan program
- Exhibitions
- Early reader history book series
- Little Lending Library
- Black History River Tours
- Film Series
- Writing workshops
- Blues Festival





Calendar

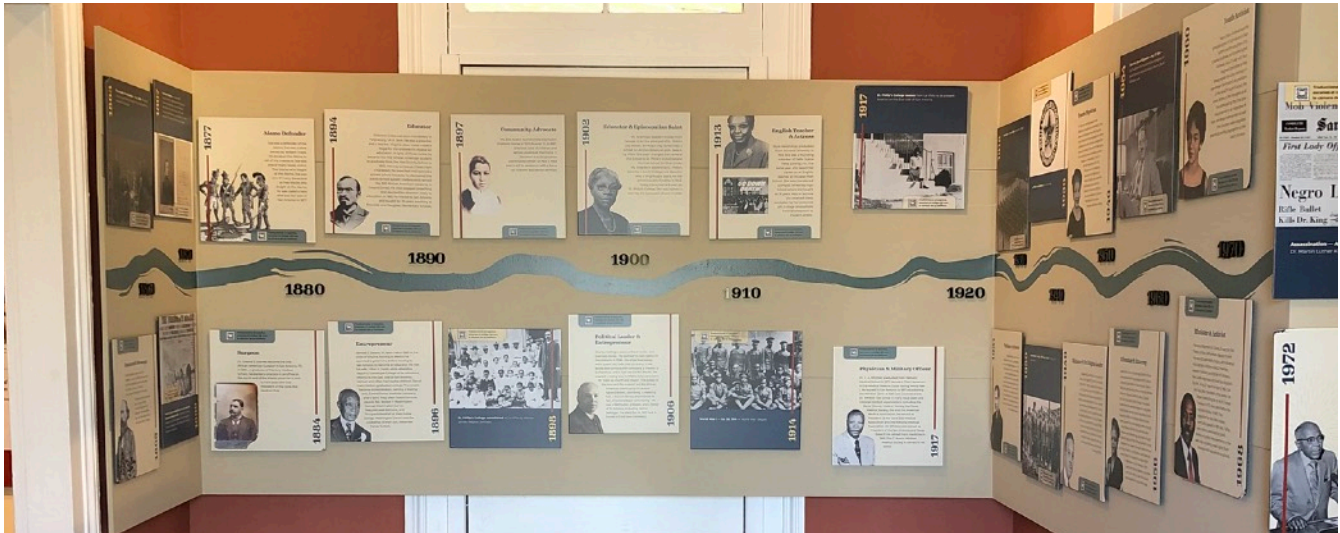
"I don't want a Black History Month. Black History is American History."

—Morgan Freeman

March	Black History River Tour Spring Writing Camp Black History Film Series
April	Black History Film Series Fiesta Family Blues Festival
May	Black History River Tour Black History Film Series Exhibit Opening
June	Black History Film Series City Cemetery Exploration Juneteenth
July	Black History Film Series City Cemetery Exploration Resource Workshop
August	Black History Film Series City Cemetery Exploration
September	Black History Film Series Black History River Tour History Conference
October	Black History Film Series Black History River Tour City Cemetery Exploration
November	Black History Film Series Day of the Dead Celebration Black History River Tour
December	Holiday Lights Black History River Tour Kwanzaa Teacher's Workshop
January	DreamWeek Black History River Tour DreamWeek

Your Investment

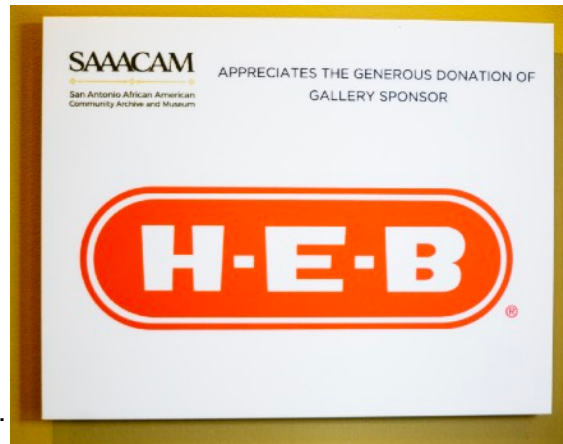
The Foyer Gallery greets guest arriving to the museum via the Presa Street entrance. The front porch with the rockers provides an inviting opportunity for patrons to enter through the front door. The gallery highlights historical milestones of African American contributions to San Antonio.



Foyer	Gallery Sponsor \$10,000 (Annual)
Exhibition Benefits	
Presence in Museum (70,000 visitors from San Antonio and beyond)	
Rack Cards 5,000 printed & distributed	Logo Recognition
Members Opening Weekend - (200 invitations distributed)	Logo Recognition
Printed Newsletter	Name Recognition
Monthly Digital Newsletter	Name Recognition
Website	Logo with click thru to website
Additional Benefits	
Membership Discounts	10% off for all employees
Sponsorship Announcement on Social Media	Logo with links to website and social media profile
Event Rental (up to 75 guests)	
Private Museum Tour and Discussion	

Your Investment

The South Gallery is the permanent location of the reception desk, two digital kiosks for easy access to our virtual exhibits and our Museum Store. The South Gallery is adjacent to the Plaza Nacional. Guests touring LaVillita will most likely enter the museum through the South Gallery. The South Gallery will also host a rotating small exhibit.



South Gallery	Gallery Sponsor \$25000 (2 Years)	Digital Exhibit Sponsor \$5000 (Annual)	Museum Store Sponsor \$5000 (Annual)
Exhibition Benefits			
Presence in Museum (70,000 visitors from Sam Antonio and beyond)	Name on one of the Gallery Walls	Logo/Name Recognition	Logo/Name Recognition on Museum Store Wall
Exhibition Donor Panel			
VIP Opening Reception - (75 invitations)	Logo (Second Tier)	Name Recognition	Name Recognition
Members Opening Weekend - (200 invitations)	Logo (Second Tier)	Name Recognition	Name Recognition
Quarterly Printed Newsletter	Logo (Second Tier)	Name Recognition	Name Recognition
Monthly Digital Newsletter	Logo (Second Tier)	Name Recognition	Name Recognition
Website	Logo with click-thru to website	Logo with click-thru to website	Logo with click-thru to website
Additional Benefits			
Membership Discounts	15% for all employees	15% for all employees	10% for all employees
Sponsorship Announcement on Social Media	Logo with links to your website and social media profile	Logo with links to your website and social media profile	Logo with links to your website and social media profile
Event Rental (up to 75 guests)	Complimentary	50% discount	50% discount
Private Museum Tour and Discussion	One	One	One

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The North Gallery is the largest continuous exhibit space. The North Gallery will host larger rotating exhibits.



North Gallery	Gallery Sponsor \$25000 (2 Years)	Exhibit Sponsor \$15000 (12 months)
Exhibition Benefits		
Presence in Museum (70,000 visitors from Sam Antonio and beyond)	Name on one of the Gallery Walls	
Exhibition Donor Panel		Logo/Name Recognition
VIP Opening Reception - (75 invitations)	Logo (Second Tier)	Name Recognition
Members Opening Weekend - (200 invitations)	Logo (Second Tier)	Name Recognition
Quarterly Printed Newsletter	Logo (Second Tier)	Name Recognition
Monthly Digital Newsletter	Logo (Second Tier)	Name Recognition
Website	Logo with click-thru to website	Logo with click-thru to website
Additional Benefits		
Membership Discounts	15% for all employees	10% for all employees
Sponsorship Announcement on Social Media	Logo with links to your website and social media profile	Logo with links to your website and social media profile
Event Rental (up to 75 guests)	One	
Private Museum Tour and Discussion	One	One

Sustainment Campaign

Kress-Grant Building Purchase, 311 - 317 E. Houston Street

*Them that's got shall have, Them that's not shall lose
So the Bible said and it still is news, Mama may have, Papa may have
But God bless the child that's got his own, that's got his own.*

— Billie Holiday



Photo Credit: Overland Partners

The new SAAACAM Cultural Center will embody Black excellence and define Black Space locally and abroad. The building will add to San Antonio's iconography of freedom by celebrating and preserving the untold stories and artifacts of African Americans in the region. Interaction with the Center's exhibits and programming will be a remedy for mis-education of our community's history and contribution to the advancement of all people.

SAAACAM Cultural Center housed in the Kress-Grant Building is historically significant. The majority of San Antonio's lunch counters (including Woolworth's) were desegregated on March 16 1960. The Kress Department store opened its doors before any other store on that eventful day. Visitors to the SAAACAM Cultural Center will experience a reimagined working lunch counter highlighting the city's designation as a "World Heritage Office City of Gastronomy. The center will also provide, exhibitions, a resource library, and programming at no charge.

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Your Investment



Capital Campaign Total Investment	Founder's Circle \$6,000,000	Leadership Circle (4) \$2,500,000	Legacy Circle \$1,000,000 (7)	Preservation Partners \$500,000 (2)	Stewardship Society \$250,000
3 Year Naming Opportunities	Entry Hall	Sankofa Ribbon Rooftop Terrace Research Library Auditorium	Special Events Center, Exhibition Galleries, Reflection	Classrooms	
VIP Grand Opening Invitations	40	20	15	10	10
VIP Grand Opening Reception	Recognition	Recognition	Recognition	Recognition	Recognition
Grand Opening Invitations	Logo	Logo (Second Tier)	Logo (Third Tier)	Logo	Name Recognition
Grand Opening	Welcome Address	Presentation	Presentation	Recognition	Recognition
*Complimentary Event Rental	Complimentary	Complimentary	Complimentary		
*One Complimentary Black History River Tour				Complimentary	Complimentary
Digital Newsletter	Presented by Logo	Logo (Second Tier)	Logo (Third Tier)	Logo	Name Recognition
Website	Logo with click-thru to website	Logo with click-thru to website	Logo with click-thru to website	Logo with click-thru to website	Logo with click-thru to website
Employee Volunteer Opportunities	Yes	Yes	Yes	Yes	Yes
Sponsorship Announcement on Digital Media	Yes	Yes	Yes	Yes	Yes

** Excludes catering.*

Premiere Event

Fiesta Family Blues Festival

Music played a large role in the survival of Black people in America - that and a sense of humor that just couldn't be enslaved.
—Redd Foxx



Ellis Griffin (1875-1957). His family owned 304 acres of land in 1900 at the intersection of what is now Thousand Oaks and Wetmore Road. He would later grow it to 1200 acres.

The San Antonio African American Community Archive and Museum (SAAACAM) presents the Third Annual Fiesta Family Blues Festival
Wednesday, April 26 - Friday, April 28, 2023

Be The Change”, SaulPaul will present 3 in-school workshops **Wednesday, April 26.**

SAAACAM is partnering with the Carver Community Cultural Center to present a free matinee concert for all ages featuring SaulPaul, **Thursday, April 27 at 11:00 AM.**

“Grown folks” can purchase a ticket to experience a stellar lineup of artists in the Espee Pavillon from 4:00 PM to 11:00 PM.

The lineup includes:

- Southern Soul Artist, Latimore
- The Keeshea Pratt Band
- Step Rideau and the Zydeco Outlaws
- Eddie and the Allnitters

The Blues Festival is SAAACAM’s premiere funding event. Proceeds from the event will go directly to the operating budget of SAAACAM.

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Projected attendance over 3 days is 2500.

Fiesta Family Blues Festival	Presenting Sponsor \$25,000	Family Fun Sponsor \$15,000	Portable Exhibit Sponsor \$5,000	Contributing Sponsors \$1,000
Benefits				
Prominent display of Presented by Logo	All marketing collateral & signage			
Signage	Main & Exhibit	Main & Exhibit	Exhibit Area	
Prominent Logo Display	Yes	Yes	Yes	
Two to Four Minute Welcome Address & Closing Remarks	Yes			
Event Banners	Logo	Logo (Second Tier)	Logo (Second Tier)	Name Recognition
Promotional Tent	Complimentary	Complimentary		
Marketing Collateral & Graphics	Presented by Logo	Logo (Second Tier)	Logo (Second Tier)	
Digital Newsletter	Presented by Logo	Logo (Second Tier)	Logo (Second Tier)	Name Recognition
Website	Logo with click-thru to website	Logo with click-thru to website	Logo with click-thru to website	Name Recognition
Employee Volunteer Opportunities	Yes	Yes	Yes	Yes
Sponsorship Announcement on Traditional Media	Yes	Yes	Yes	
Sponsorship Announcement on Digital Media	Yes	Yes	Yes	Yes
*VIP Tables with Logo (6 per table)	2	1	1	1

Recurring Events

Black History Film Series

Oh yes, the past can hurt. But you can either run from it, or learn from it.

— Rafiki, from The Lion King



The 2022 Film Series was well-received. The films are presented at no charge to the public. Each film is followed with a question and answer period. The attendees have met film writers, directors, stars and historians. This is truly a safe and family event!

2023 Films

- Queen Bessie
- Miss Evers' Boys
- A Ballerina's Tale
- I Am Not Your Negro
- Judas and the Black Messiah
- The Passing On
- Freedom Riders
- Pass It On
- Point & Drive
- Thurgood

Your Investment

Projected attendance at each event is 200.

Black History Film Series	Presenting Sponsor \$10,000	Series Sponsor \$5,000	Single Film Sponsor \$1500
Exhibition Benefits			
Prominent display of Presented by Logo	All marketing collateral & signage	No	No
Screen Signage		Yes	Yes
Two to Four Minute Welcome Address at each film	Yes	No	No
Sandwich Boards	Logo	Logo (Second Tier)	Logo (Second Tier)
Marketing Collateral & Grapics	Presented by Logo	Logo (Second Tier)	Logo (Second Tier)
Digital Newsletter	Presented by Logo	Logo (Second Tier)	Logo (Second Tier)
Website	Logo with click-thru to website	Logo with click-thru to website	Logo with click-thru to website
Employee Volunteer Opportunities	Yes	Yes	Yes
Sponsorship Announcement on Traditional Media	Yes	Yes	Yes
Sponsorship Announcement on Digital Media	Yes	Yes	Yes



"History will judge us by the difference we make in the everyday lives of children"

— Nelson Mandela

Funding Angels

The Kronkosky Charitable Foundation
 The Andrew W. Mellon Foundation
 Humanities Texas/National Endowment for
 Humanities
 The Summerlee Foundation
 City of San Antonio Arts and Culture
 St. Philip's College
 Valero

San Antonio Area Foundation
 HEB
 Bank Of America
 Texas Capital Bank
 The H.E. Butt Foundation
 The Meadows Foundation
 Bexar County
 Fiesta Commission

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 Mrs. Michelle Lugalia-Hollon
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ADMINISTRATION BLDG. & GIRLS' DORMITORY RUINS OF SAME

GUADALUPE COLLEGE NEEDS YOUR HELP


Destroyed by Fire February 9, 1936

Our Calamity! « » Your Opportunity!

1/22/37 Hello dear Chum. - How are you getting along? And why don't you answer my letter. I have something new to tell you. How is she getting along all OK.

George

let us send each other postal cards



I am now sending you a nice building guess you know by the church near and I had such times.



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